

# Digital Equity Month

*Indiana's move to identify learning access gaps*



*Working Together for Student Success*



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# Today's Presenters

## John Keller

Chief Technology Officer  
Indiana Department of Education

## Brad Hagg

Chief Technology Officer  
Warsaw Community Schools

## Eliza Straim

Senior District Consultant  
EducationSuperHighway

## Dr. Laura Hammack

Superintendent  
Brown County Schools

## George Giltner

President and CEO  
TechPoint Foundation for Youth



# Agenda

- 01 DIGITAL EQUITY DATA COLLECTION
- 02 DISTRICT PILOT PROJECTS
- 03 HOME ACCESS OUTREACH PLAYBOOK & ACTION PLAN
- 04 NEXT STEPS
- 05 QUESTIONS



# What is Digital Equity Data?

- Until March 2020, many schools had a **general sense** of the % of students with internet access at home.
- When schools closed it was necessary to know if each student could continue to learn at home with adequate access to the internet.
- Unfortunately the equity of access afforded by classrooms does not persist in the homes of all students thus creating challenges for supporting continuous learning.
- Student status regarding access to devices and the internet is now being referred to as “Digital Equity Data.”



# Why Digital Equity Data Collection is Critical

We are moving from understanding the estimated percentage of students who do not have home access to understanding *specifically which students* do not have access, in order to be able to connect those students.

This information will enable education leaders to:

- Understand the impact that home digital access has on **learning outcomes**
- Target **resources** to students in need
- Determine the most effective **connectivity solutions**
- Advocate for **state and federal funding** to close the digital access gap



# Challenges

**Inaccurate  
responses**



**Inefficient  
collection processes**



**Incomplete  
data sets**



# Common Data Elements



## **DEDICATED LEARNING DEVICE**

What device does the student most often use to complete schoolwork at home?

Is the primary learning device a personal device or school-provided?

Is the primary learning device shared with anyone else in the household?



## **SUFFICIENT INTERNET ACCESS**

Can the student access the internet on the primary learning device?

What is the primary type of internet service at home?

Can the student stream a video on the learning device with no interruption?



# Student Information Systems and Digital Equity Data

- Indiana is not currently requiring this data from schools.
- The Student Information System is the best place for the Digital Equity Data to be stored.
- Not all schools may be able to store this information in their SIS's based on available fields.
- Indiana SIS providers have been helping schools to collect this data as part of registration and back to school processes.
- Indiana has signed a letter to SIS providers encouraging that these fields be added to their core products.





# A Month of Action-September 2020

The focus of Digital Equity Month is to accelerate the collection of data about student home access to devices and the internet.



This September is **Digital Equity Outreach Month** – a nationwide effort by school districts in every state to connect with families, understand their home digital access needs, and gather the data they need to close the digital divide.

**#connecteverystudent**



## PLEDGE

Set a goal and take the [pledge](#) to get access to the action plan and other resources



## PREPARE

Assemble a team and create your outreach plan



## OUTREACH

Reach out to families to understand their home digital access situation



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# Piloting Digital Equity Data Collection



# Brown County Schools

Dr. Laura Hammack | Superintendent



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# Brown County Schools

- Six school buildings: 3 Prek-Grade 4, Grades 5-6, Grades 7-8, Grades 9-12
- 1,674 ADM (current)
- County-wide school district
- Currently Offering 100% In Person and 100% Remote Learning Options
- 1:1 Chromebook device deployment
- Canvas LMS
- 60% of families do not have access to broadband: rural, topography, soil composition, “leafed out” satellite/cellular issues
- Remote Learning Solution: Verizon Hotspot and Local Internet Provider



# Brown County Schools

**Goal:** Use data collected from digital outreach questionnaire to help deploy a strategic and long-term solution to connectivity issues for PreK-Grade 12 families in BCS.

**Approach:** Questionnaire was deployed during the registration process. Data is currently being entered into Excel sheet with ultimate goal of integration with Skyward.

**Learnings:** There may be more options for connectivity than originally thought!

**Next Steps:** Participate in Digital Equity Outreach Month to reach families who didn't respond during registration and use data to evidence need for systemic problem solving. (as opposed to temporary fix)



# Warsaw Community Schools

Brad Hagg | Chief Technology Officer



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# Warsaw Community Schools

- 11 School Buildings: (8) K-6 Elementary, (2) 7-8 Middle Schools, (1) 9-12 High School
- 6900 Students, Largest of Five County Schools, 20% EL, 48% F/R, (4) Title 1
- Offering 100% Physical or 100% Distance Education Options for 2020-2021
- iPads 1:1 K-12 w/Meraki MDM, Securly Filtering/Safety Management
- SeeSaw K-2, Google Classroom/Canvas LMS 3-12
- 93% of Families Have Internet Access in Home
  - However of those households, 22% are using low-quality bandwidth solutions that do not support video conferencing



# Warsaw Community Schools

**Goal:** Improve connectivity for all students through collecting and organizing our data. This will allow us to help our community partners to target installations.

**Approach:** Created a PowerSchool form and released through the PowerSchool Parent Portal. Implemented largely after registration, so continuing to request information and inform that it will support increasing availability in the community.

**Learnings:** Anonymous data doesn't serve our needs. Need specific data that can be plotted on a map to support work with community partners. Also asking provider helps.

**Next Steps:** Participate in Digital Equity Outreach Month to reach families who haven't responded through parent portal, and continue to promote and share data with community partners.





# The Importance of Direct Outreach



**Equity**



**Participation**



**Accuracy**



**Connection**



No matter the size of the school, or their funding, **we can start with the understanding that we all just want to be heard.** From there, consider what **channels** are available to you to connect with parents. In the end, we want to create **strong connections** between the community and our schools because when schools do better, communities do better!”

*-Stand for Children Regional Organizer*



# Home Access Outreach Playbook



# EducationSuperHighway

EducationSuperHighway is a national non-profit with a mission to increase K-12 internet access.


When COVID-19 hit, we took urgent action through our Digital Bridge K-12 initiative to support states and districts with addressing the home access challenge by creating tools, resources, and guidance available at [digitalbridgek12.org](https://digitalbridgek12.org)



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# Home Access Outreach Playbook & Action Plan

<https://digitalbridgek12.org/connect-every-student/>

**NEEDS ASSESSMENT PLAYBOOK:**  
**10-DAY ACTION PLAN**

9.7 million students don't have reliable internet connectivity outside of the classroom. During COVID-19, these students are at risk of falling significantly behind as schools move their curriculums online. The result is exacerbated achievement disparities – with students of color and the economically disadvantaged hardest hit.

Identifying unconnected students is the first step in delivering remote learning to all students this fall. But, inaccurate responses, inefficient collection processes, and incomplete datasets are common pitfalls for school districts when surveying families about home technology access.

**TAKE ACTION**


Our 10-Day Action Plan outlines the steps your school district can take to efficiently and accurately collect home digital access data. We've included the templates, tools, and resources to help you complete the first step in ensuring your school district is ready for remote learning this school year.


**Before You Get Started**


Before you kick-off your 10-day action plan, you should ensure the following elements are in place to best support the campaign.


ACTION	OWNER	RESOURCES
Identify school district team lead and members for managing collection effort		
Get program buy-in from Superintendent and stakeholders as needed		
Establish the value proposition for why data needs to be collected (e.g., how will this inform and direct support for families?)		
Align on data fields that will capture status of internet and device access for each student		<a href="#">Question bank</a>
Create plan for storing data fields in SIS		<a href="#">State blueprint</a>
Collect data via registration / survey, or through another touch-point, such as a device agreement or hand-off		


Identify owners at each stage of your plan.


CROSS FUNCTIONAL TEAM

PROGRAM MANAGER

TECHNOLOGY

DATA/SYSTEMS

COMMUNICATIONS

CALLERS

**WEEK 1**

**Prepare for Outreach**

	ACTION	OWNER	RESOURCES
DAY 1	<ul style="list-style-type: none"><li>Identify students for data collection (this may be all students in the district or those responsive to previous collection effort)</li><li>Determine resourcing need for outreach based on number of students that will be called<ul style="list-style-type: none"><li>Number of calls for calling campaign</li><li>Profile of caller (e.g. teachers, administrative staff, parent volunteer group)</li></ul></li></ul>		<a href="#">Call script</a> <a href="#">Outreach idea checklist</a>
	<ul style="list-style-type: none"><li>Customize 1:1 communications resources that will support direct outreach to families<ul style="list-style-type: none"><li>Calling script aligned with home access data needs</li><li>Vocicemail script when leaving a message</li><li>Email language as follow-up to call</li></ul></li><li>Customize one-to-many communications that will notify families of the upcoming outreach effort<ul style="list-style-type: none"><li>Social media<ul style="list-style-type: none"><li>Website/newsletter copy</li></ul></li><li>School messaging/LMS notification</li></ul></li><li>Recruit callers<ul style="list-style-type: none"><li>Set expectations with callers that they will attend a one-hour training and five two-hour shifts</li><li>Consider the home languages of families and select callers who can communicate in these languages</li></ul></li></ul>		<a href="#">Calling script</a> <a href="#">Vocicemail script</a> <a href="#">Email language</a> <a href="#">Social media checklist</a> <a href="#">Website/newsletter template</a>
DAY 2	<ul style="list-style-type: none"><li>Schedule caller training and set outreach schedule</li><li>Expert student contact data to populate outreach tracker<ul style="list-style-type: none"><li>Fields needed: Student Name, Primary Parent Name, Phone Number, Email Address, School, Grade level, Home Language</li></ul></li><li>Set up tracking tool and caller assignments<ul style="list-style-type: none"><li>Group students by household so that callers can collect data about all students per family per call</li><li>Align students' home language with appropriate caller</li></ul></li></ul>		<a href="#">Outreach data entry tracker</a>
	<ul style="list-style-type: none"><li>Send broadcast communications to notify families of the data collection effort<ul style="list-style-type: none"><li>Post to social media accounts</li></ul></li><li>Send message through district messaging platform (e.g. SchoolMessenger, Blackboard)</li><li>Finalize shifts for calling (best times for calling are weekday evenings or weekend afternoons)</li><li>Hold 1-hour training session for callers<ul style="list-style-type: none"><li>Provide context for data collection effort and convey urgency</li><li>Set expectations and goals for callers (e.g. 3 months of calling, 20 data per day, 5 minutes per completed call)</li><li>Review script and outreach tracking and data entry tool</li><li>Rehearse calling schedule and confirm that callers are aware of shift times</li></ul></li></ul>		<a href="#">Call script</a> <a href="#">Shift scheduler</a>
DAY 3			
DAY 4			
DAY 5	<ul style="list-style-type: none"><li>Send training presentation, script, and tracker to callers</li></ul>		<a href="#">Script, training presentation, outreach idea checklist, outreach tracker</a>

**WEEK 2**

**Conduct Outreach**


	ACTION	OWNER	RESOURCES
DAY 6-10	<ul style="list-style-type: none"><li>Call student households<ul style="list-style-type: none"><li>Call primary parent/guardian using script and record their answers to the survey questions</li><li>Document contact attempts and call outcomes in tracker</li><li>Conduct 2-3 rounds of calls to get through to all families</li></ul></li><li>Post reminder broadcast about data collection on social media and other channels</li><li>Review progress, successes, and challenges<ul style="list-style-type: none"><li>Post 15 minutes detail at the end of each shift with callers to note successes and challenges</li><li>Review progress against goals (number of calls made and completed)</li><li>Adjust assignments and/or recruit additional callers based on progress against goals</li><li>Celebrate wins!</li></ul></li></ul>		<a href="#">Social media checklist</a>

**ABOUT THIS PLAN**

This guide was created by the non-profit EducationSuperHighway. Our mission is to upgrade the internet access in every public school classroom in America, with a focus on getting Wi-Fi in every classroom, ensuring scalable infrastructure, and making broadband more affordable.

In the summer of 2020, we conducted pilot programs with school districts to develop best practices, resources and technical support for the fast, efficient, and accurate collection of data necessary to obtain grants and negotiate vendor contracts. Working together, we can help all students get the internet and device access they need to participate in remote learning during COVID-19.

For more information, visit | [digitalbridgek12.org](https://digitalbridgek12.org)



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# Step-by-Step Action Plan

**Pre-work:** Identify your team, create plan for data storage, assess previous efforts

**Step 1:** Resource direct outreach with callers

**Step 2:** Customize communications materials

**Step 3:** Set up outreach tracking and data collection tool

**Step 4:** Schedule and train staff

**Step 5:** Conduct outreach and collect data

**Post-work:** Map your data



# Pre-Work: Identify Your Team, Plan on Data Storage, Assess Previous Efforts



Identify your team and get  
program sign-off



Create a plan for SIS storage



Assess previous data collection  
efforts



# Step 1: Resource Your Direct Outreach with Callers

- Determine resourcing needs based on number of students and time frame
- Recruit staff to conduct outreach

## RESOURCES

[How to Staff Family Outreach](#)

[Resource calculator](#)

[Shift scheduler](#)

## TIPS FOR STAFFING OUTREACH

1. Find staff or volunteers who know families and understand local context (teachers, parent volunteer group, front desk staff, community-based organization partners)
2. Align on home languages of families
3. Consider incentivizing your callers



## Step 2: Customize Your Communication Materials

- **Customize communications resources for direct outreach to families**

### RESOURCES

[Calling script](#)

[Voicemail script](#)

[Email language as follow-up to call](#)

- **Customize one-to-many communications that will notify families of the upcoming outreach effort**

### RESOURCES

[Social media toolkit](#)

[Website / newsletter copy](#)





# Step 3: Set up outreach tracking and data collection tool

- **Export family contact data from Student Information System**

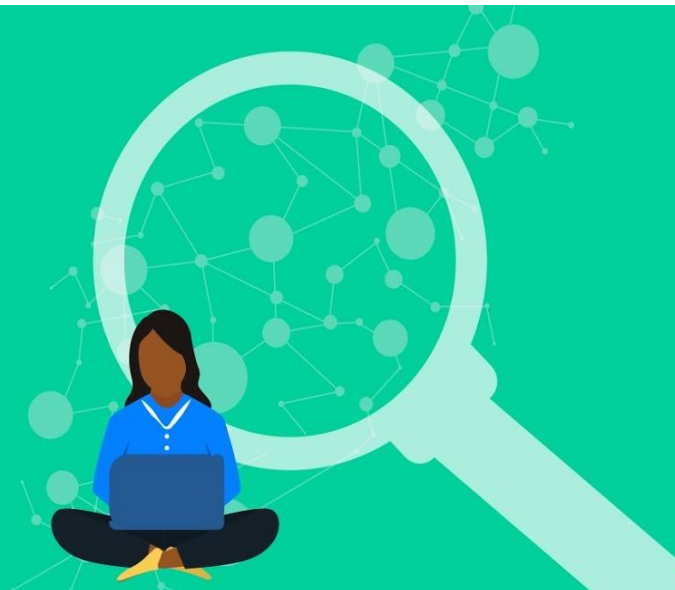
- Fields: **Student Name, Primary Parent Name, Phone Number**, Email Address, School, Grade Level, Home Language

- **Load data into tracking and data entry tool**

- Import contact data into tracking tool
- Divide across staff conducting outreach

RESOURCE

[Outreach tracking & data entry tool](#)



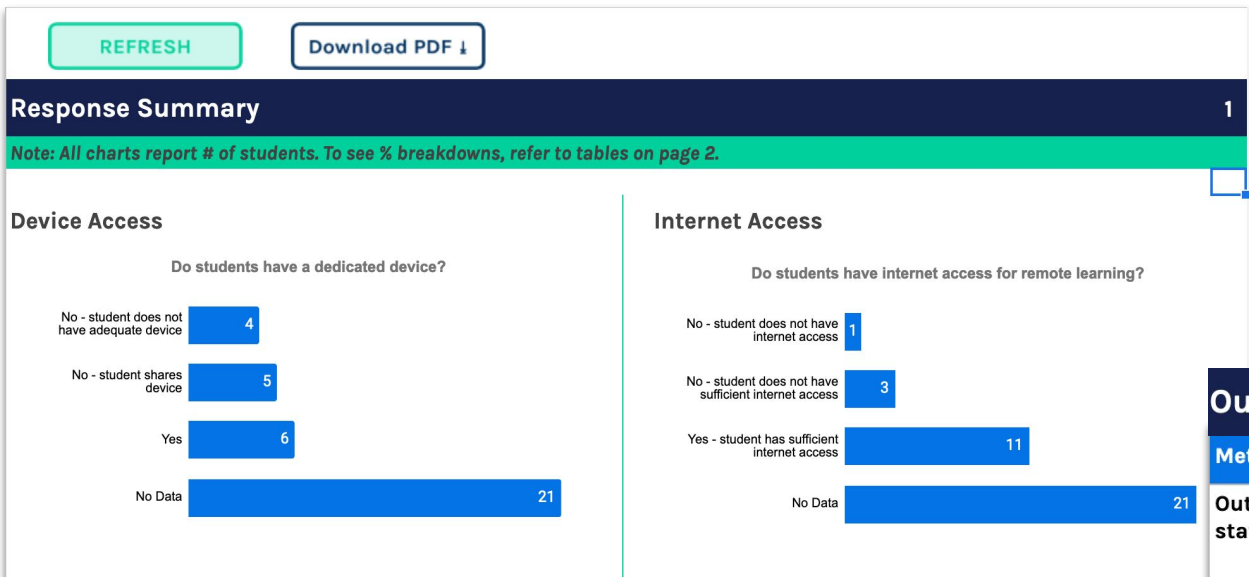
# Outreach Tracking and Data Entry Tool

Use the google sheet tool to **automate** and **centralize** data management:

- Assign households to each caller so that there is even distribution and language alignment
- Generate a separate sheet for each caller that is pre-populated with contact information and structured to capture survey question responses
- Aggregate all home access question responses in a dashboard format as well as a master list that can be imported into your SIS
- Track progress of the outreach campaign



# Outreach Tracking & Data Entry Tool - Response & Outreach Summary View



Outreach Summary			
Metric		# of Students	% of Students
Outreach status?	Call Complete	11	33%
	Voicemail	2	6%
	No Answer	1	3%
	Phone Number Not Valid	2	6%
	Not Contacted	17	52%



# Step 4: Schedule & Train Staff for Outreach

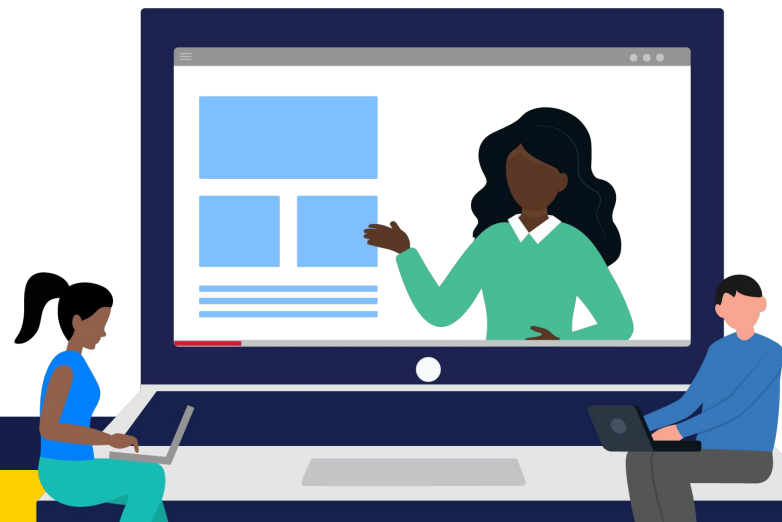
- **Finalize shifts for outreach**
  - 2-hour blocks are best practice
  - Best times for calling are weekday evenings or weekend afternoons
- **Hold a 1-hour mandatory training session for staff**
  - Provide context for data collection and convey urgency
  - Set goals and expectations for staff (e.g., 3 rounds of calling, 20 dials per day, 5 minutes per completed call)
  - Review script and outreach tracking and data entry tool
  - Reiterate and confirm schedule

## RESOURCES

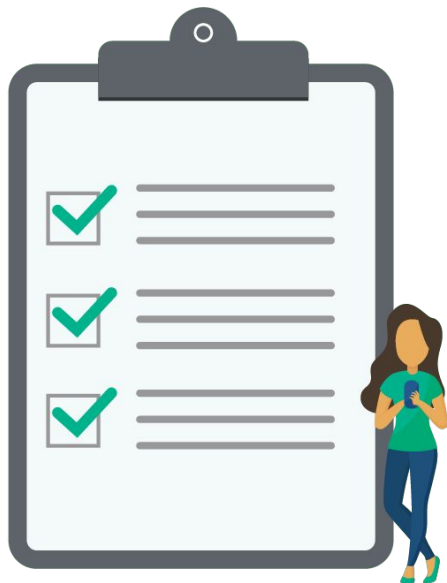
[Training presentation](#)

[Training script](#)

[Caller instructions](#)



## Step 5: Conduct Outreach & Collect Data

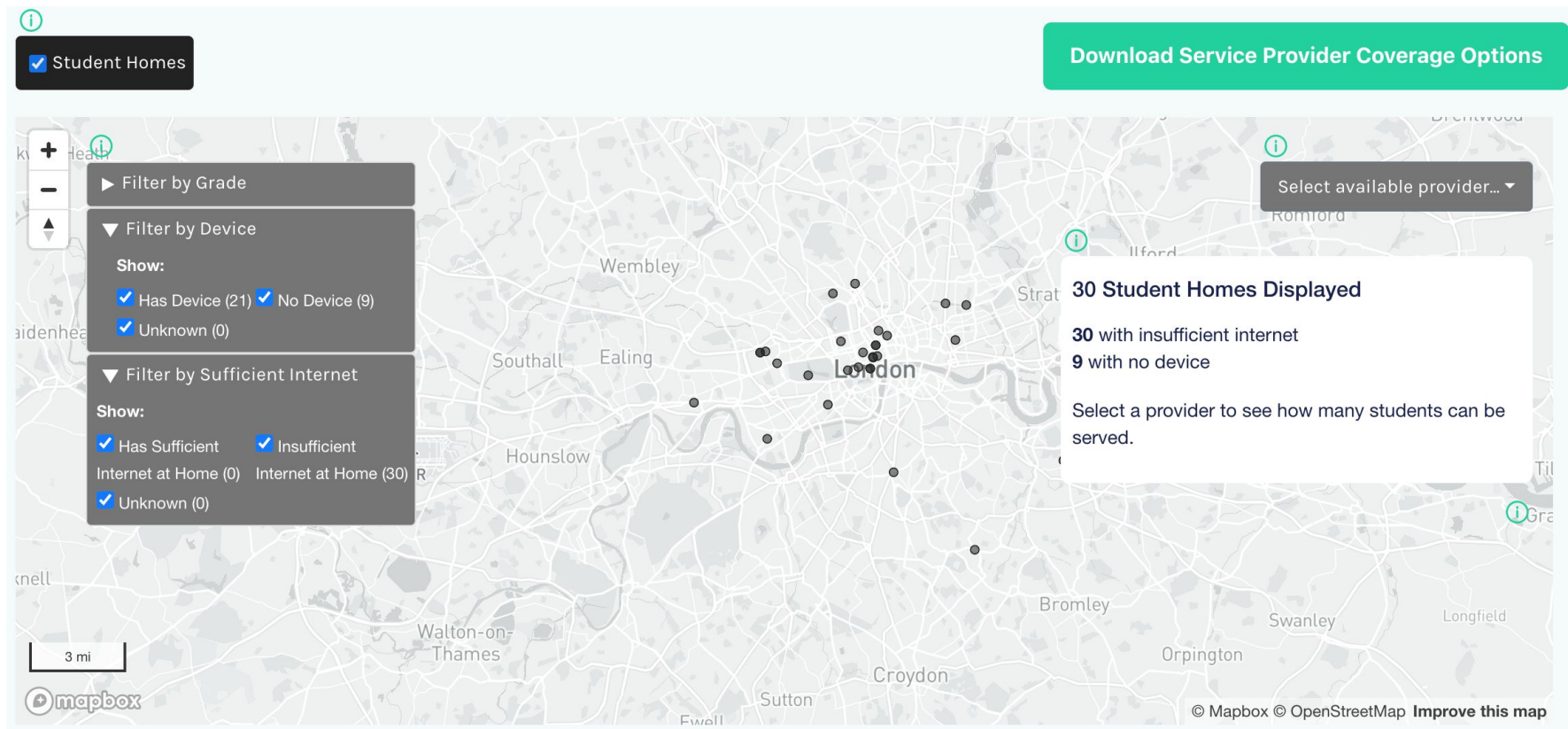


- **Send broadcast communication to notify families of the data collection effort**
- **Begin reaching out to student households**
- **Review progress, successes, and challenges**
  - Hold debriefs to note successes and challenges
  - Review progress against goals
  - Adjust assignments and/or recruit additional staff based on progress against goals
  - Celebrate wins!



# Post-Work: Mapping Your Data

<https://www.digitalbridgek12map.org>



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# Post-Work: Finding Provider Options via Map

<https://www.digitalbridgek12map.org>

**Student Homes** ☒

**Download Service Provider Coverage Options**

**Filter by Grade**

**Filter by Device**

**Filter by Sufficient Internet**

**Global Portkey Network**

**Global Portkey Network (Cable, Fiber)**

**PotterWatch Radio Inc (Cable, Fiber)**

**Extended Floo Networks LLC (Cable, Fiber)**

**Wrackspurt Services (Cable, Fiber)**

**OwlCast (Cable, Fiber)**

**Public Dept. of Magical Communications (Cable, Fiber)**

**Clear All**

**SERVICE PROVIDER CONTACT INFO**

**Global Portkey Network**

[Visit website](#)



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# Ready to Begin? Got Questions?

**Download Playbook Action Plan  
Here**

Eliza will be holding time on her calendar for 30 minute consultation calls the first week of September for your questions about the playbook and action plan!

You can sign up via [www.calendly.com/elizastraim](https://www.calendly.com/elizastraim)



**Eliza Straim**





# Next Steps



Need help with making phone calls to families?

**TechPoint Foundation for Youth  
is providing volunteers  
to help make calls on your school's behalf**

TechPoint Foundation for Youth ensures Indiana's underserved, K-12 students have access to experiential learning opportunities that increase STEM knowledge and inspire STEM career exploration.



# TechPoint Foundation Volunteers

## How to request Volunteer support:

1. Visit: [techpointyouth.org/covid](https://techpointyouth.org/covid)
2. Complete online form
  - a. You'll need main contact from school (person leading data collection efforts)
  - b. # of families who need phone call outreach
3. TechPoint Foundation will connect you to volunteers
4. You work with volunteers to help support your needs

Visit: [techpointyouth.org/covid](https://techpointyouth.org/covid)



# Digital Equity Outreach Month Milestones



## TAKE THE PLEDGE

Set a goal and take the [pledge](#) to get access to the action plan and other resources



## ASSEMBLE YOUR TEAM & PREP

Recruit a team of callers, customize outreach materials, set up outreach tracking & data collection tool



## TRAIN YOUR TEAM

Conduct training for team of callers and schedule calling shifts



## CONDUCT OUTREACH CAMPAIGN

Reach out to families to collect home connectivity data



## MAP YOUR DATA

Upload your collected data into the [Home Digital Access Mapping Tool](#) to find service provider options



# Q&A



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